

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh produk, layanan, lokasi, Word Of Mouth terhadap loyalitas pelanggan melalui kepuasan pelanggan pada KFC Manyar Surabaya. Populasi dalam penelitian ini adalah konsumen yang membeli produk KFC Manyar di Surabaya. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah sampel 100 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis jalur (Path analysis).

Hasil penelitian menunjukkan bahwa Produk berpengaruh langsung dan signifikan terhadap loyalitas pelanggan, dan produk berpengaruh tidak langsung dan signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan, maka variabel tersebut dinyatakan sebagai variabel intervening semu. Layanan berpengaruh langsung dan tidak signifikan terhadap loyalitas pelanggan, dan layanan berpengaruh tidak langsung dan signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan, maka variabel tersebut dinyatakan sebagai variabel intervening. Lokasi berpengaruh langsung dan tidak signifikan terhadap loyalitas pelanggan, dan lokasi berpengaruh tidak langsung dan signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan, maka variabel tersebut dinyatakan sebagai variabel intervening. Word Of Mouth berpengaruh langsung dan signifikan terhadap loyalitas pelanggan, dan Word Of Mouth berpengaruh tidak langsung dan signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan, maka variabel tersebut dinyatakan sebagai variabel intervening semu.

Kata kunci: Produk, Layanan, Lokasi, Word Of Mouth, loyalitas pelanggan, kepuasan pelanggan.

ABSTRACT

This research is meant to find out the influence of product, service, place, word of mouth to the customer loyalty at KFC Manyar Surabaya. The research population is all customers who have ever purchased product at KFC Manyar Surabaya. The sample collection technique has been conducted by using purposive sampling with the number of samples are 100 respondents. The data analysis technique has been carried out by using path analysis.

The result of this research shows that product give significant and direct influence to the customer loyalty, and product has significant and indirect influence to the customer loyalty through customer satisfaction, so that these variables has been stated as the temporary intervening variable. Then, service has significant and indirect influence to the customer loyalty, and service has significant and indirect influence to the customer loyalty through customer satisfaction, so that these variables are stated as the intervening variable. Place give direct and insignificant influence to the customer loyalty, and place give indirect and significant influence to the customer loyalty through customer satisfaction, then these variables are stated as the intervening variable. Word of mouth give direct and significant influence to the customer loyalty and word of mouth give indirect and significant influence to the customer loyalty through customer satisfaction therefore these variables are stated as the temporary intervening variable

Keywords: Product, service, place, word of mouth, customer loyalty, customer satisfaction.

